

# **PARTNERSHIP FOR CHILDREN'S HEALTH AND THE ENVIRONMENT**

## **MEETING NOTES**

**Whispering Pines Conference Center, University of Rhode Island  
September 30 – October 2, 2002**

Forty-three members of the Partnership for Children's Health and the Environment gathered at the W. Alton Jones Campus of the University of Rhode Island in West Greenwich, Rhode Island, on September 30 to October 2, 2002. This was the second face-to-face meeting of the Partnership. Elise Miller, Executive Director of the Institute for Children's Environmental Health and coordinator for the Partnership, convened the meeting.

This gathering was similar to the first meeting of the Partnership, held in May 2001, insofar as neither was intended to be a typical conference, focused on one initiative, theme or campaign. Rather, the purpose was three-fold: first, to provide a retreat opportunity to build stronger relationships between varied sectors within the emerging children's environmental health field; second, to underscore specific areas of potential collaboration in which participants—each with his or her respective organizational missions, skill-sets and experience—could engage, augmenting already-existing initiatives and incubating new ones in order to enhance the field as a whole; and third, to collectively define both short-term and long-term goals towards a mutually-held vision of protecting children's environmental health for generations to come.

The goals for the Partnership Meeting, September 30 to October 2, 2002, were:

- Share information on new and ongoing collaborative initiatives in the children's environmental health field.
- Foster relationships between new participants and seasoned players in the field.
- Find common ground and determine how we might work more effectively to complement, collaborate with, and leverage every organization's efforts.
- Identify opportunities and gaps in the field and determine how we might address these.
- Envision (also with funders) where we want to be in five years as a field.
- Determine concrete steps we can take, both within our individual organizations and together, to embody this vision.
- Have fun and relax together.

**MONDAY, SEPTEMBER 30, 2002**

## **Introductions**

In lieu of traditional introductions, we separated ourselves into clusters around the room according to a series of categories presented by Elise Miller, in order to get a sense for the spread of Partner organizations' diverse roles in the children's environmental health field. Categories included: the number of people who work in our offices (below 5, 6-10, 11-20, 30+); the sector in which we work (academic, government, medical, non-profit); and the type of work we do (grassroots organizing, science-based, research, policy, education, etc.). Participants then briefly introduced themselves by name, organization and geographical location.

Elise next thanked the planning committee for their help thinking through the agenda for the meeting and newcomers for joining the Partnership. She then introduced the meeting by explaining that its structure would be bipartite; the sessions would cycle back and forth between those focused on current initiatives and activities, and those focused on envisioning the field as a whole over the next five years, and what it might take collectively for us to get there. She urged the group to be open to candidly critiquing the relative efficacy of our current efforts, and to be willing to consider creative and "out of the box" ideas to move us towards more effective and strategic collaboration in the future.

## **A. Mapping the Field: Underscoring Collaborative Initiatives and Opportunities**

First on the agenda was a series of eleven short presentations in which participants, whose organizations are all engaged in collaborative initiatives, presented their work. The purpose of these presentations was not to promote any particular effort but to illustrate a range of initiatives, as well as accounts of their successes and failures.

Elise suggested that some questions that presenters should try to answer include:

- *What is the basic mission of the collaborative?*
- *How is it structured and managed?*
- *How is funding managed?*
- *What has worked well and what has not?*
- *What have you been most surprised about/disappointed by this past year?*
- *How might other Partners engage with this initiative?*

She also recommended that those not presenting listen from two perspectives:

- *How might your organization engage with/contribute to the initiative described?*
- *What does this tell us about the field as a whole, the opportunities, the gaps, and where we might go from here?*

The speakers and their topics (in alphabetical order by organization) were:

- *Beyond Pesticides* – Kagan Owens (School Pest Management Campaign)
- *Center for Health, Environment and Justice* – Paul Ruther (Child-Proofing our Communities Campaign)
- *Children’s Environmental Health Network* – Daniel Swartz (President Bush’s Report Card)
- *Children’s Health Environmental Coalition* – Elizabeth Sword (HealtheHouse)
- *Clean Water Action* – Lee Ketelsen (Protect Child Health campaign in Massachusetts)
- *Commonweal* – Jeanette Meyers (Collaborative on Health and the Environment)
- *Internet Initiative on Children’s Health and the Environment* – Steve Ashkin (Internet Initiative on Children’s Health and the Environment)
- *Learning Disabilities Association of America* – Kathy Lawson (Healthy Children Project)
- *Pollution Probe* – Sandra Schwartz, and *Canadian Association of Physicians for the Environment* – Kapil Khatter (Canadian Children’s Environmental Health Partnership)
- *West Harlem Environmental Action, Inc.* – Peggy Shepard (New York State Partnership for Environmental Health)
- *Women’s Voices for the Earth* – Bryony Schwan (Coming Clean)

*(See Appendix A, page 9, for a brief summary of their remarks.)*

## **B. Cultivating a Vision for the Next Five Years**

On the first day of the meeting, following the initial session on collaborative initiatives, the Partnership broke into small groups to brainstorm our broad vision for the children’s environmental health field for the next five years. The goal of the exercise was to be visionary enough to challenge ourselves, while still specific and realistic enough that the goals could be achieved and evaluated. *(See Appendix B, page 14, for a list of the goals generated.)*

These ideas were posted on the wall for further additions and to be used as a reference for future visioning sessions.

## **TUESDAY, OCTOBER 1**

### **A. Mapping the Field: Underscoring Collaborative Initiatives and Opportunities**

#### **Presentations on the Scientific and Political Landscape**

On the second day, Phil Landrigan, MD, MSc, and Lynn Goldman, MD, gave presentations on the current state of the science and the current state of politics, respectively, in relation to children’s environmental health. Both of them have been tireless advocates for protecting children’s environmental health and helping to define and guide the emerging field. Their remarks provided a larger context for the Partners’ current efforts.

1) Phil Landrigan's main points:

After reviewing the history of the scientific discoveries that have linked toxics to human health dating as far back as 1914, Phil suggested that those discoveries “have become political realities” by means of what he called “the iron triangle,” a mechanism for political success requiring three key components: interest groups, science and agency leadership. To this end, Phil advised the group to recognize the importance of “making friends on both sides” of the battles we face, so that we might actually rectify the gross imbalance by which only three percent of federal research funding covers children’s issues, while children make up 30 percent of the U.S. population. To conclude, Phil reported on some of the research coming out of the centers for environmental health funded by the NIEHS and the EPA, noting such findings as: a) Close to 100 percent of urban children tested have traces of pesticides in their blood; b) Babies born to mothers with the highest pesticide levels were born with the smallest head circumferences; and c) IPM has been shown to eliminate cockroaches without chemicals. He also reported that, minus only a few “holdouts,” there is scientific consensus concerning toxic threats to child health. *(For the text of Phil’s PowerPoint presentation see the right pocket of this folder.)*

2) Lynn Goldman's main points:

Lynn started her remarks by saying that the 2002 Earth Summit in Johannesburg brought to the world’s attention that children worldwide are in dire straits, as well as the extent to which the U.S. government is hostile to efforts in favor of these underrepresented populations. She noted that the U.S. Government proposal to ratify the global POPs (persistent organic pollutants) agreement has failed insofar as it denies us the ability to add newly determined POPs to the laws. She also noted, "The most vulnerable populations are the poorest children. We must take the immense exposures that they face in their communities and schools into account in our work."

Lynn then described that during the Reagan era, anti-environmentalism was seen negatively when the government took monetary favors from industry. Now, however, she suggests that industry has been inserted into the very decision-making processes that determine how our country is run. Additionally, even the EPA waits for elections to pass before writing checks to fund the research centers for environmental health, and most likely is under incredible pressure to manipulate the centers that do get funded. Lynn also made a few recommendations, advising that we pay keen attention to recent anti-environmental decisions and put effort into keeping good environmental regulations in place and pressing to improve others. In addition, she said that though trying to work on a bi-partisan level may be ideal, in this political climate, it might actually be more effective to simply strengthen our ties to democratic allies in Congress. Along these lines, she emphasized that the mid-term elections are going to be crucial if Democrats are going to sustain any power in Congress, and that we need to focus our efforts immediately on those upcoming elections. Finally, Lynn argued that, as a community, we are overtaxed by the current Administration, and thus must unite into a "real agenda," coordinating our approach to the issues, and sharing information.

A lively discussion ensued. It was clear that the participants were moved by both the general sense of optimism and opportunities of Phil's talk, as well as by the urgency evoked in Lynn's talk, particularly her appeal to take very seriously the crucial importance of the November congressional elections for the furtherance of our work. *(See Appendix C, page 16, for highlights from this discussion.)*

### **Other Current Initiatives**

After these presentations, the entire group listed dozens of other initiatives already underway in the children's environmental health field that were not previously presented. *(See Appendix D, page 17, for these initiatives.)*

## **B. Cultivating a Vision for the Next Five Years**

That afternoon, we returned to the visioning process, this time focusing on what we perceive to be the gaps and opportunities in the field. Again, we broke into small groups, brainstormed and then prioritized what we saw to be the areas most in need of collective attention. *(See Appendix E, page 20, for a list of these notable gaps and opportunities.)*

Later on in the second day, we reviewed the main goals we had highlighted in the context of the current initiatives as well as the gaps and opportunities. We narrowed the list down to three possible goals that seemed to be underscored the most of the many recommendations:

- 1) environmental health literacy for policymakers, health professionals, teens and the general public;
- 2) widespread use of the precautionary principle by government and industry; and
- 3) incorporation of environmental health into the curricula and practice of health care professionals.

Elise then charged the group to reflect overnight on these goals and consider others that might be targeted as part of our collective five-year vision.

## **WEDNESDAY, OCTOBER 2**

### **Next Steps for the Partnership**

On the last day of the meeting, Elise welcomed several funders—Sophia Kolehmainen (The David H. Smith Foundation), Anita Nager (The Beldon Fund) and Kathy Sessions (coordinator of the Health and Environmental Funders Network), and reviewed what we had covered in the previous two days. She emphasized again that this was not the time to approach any of the funders with a specific proposal, but instead to see them as partners in envisioning and implementing the kind of effective strategies we want to see in the next five years.

After some discussion, general consensus was reached to target one main collective goal over five years: A widespread media campaign to raise children's environmental health literacy among policymakers, health care providers, parents, teachers, youth and the general public.

Some ideas on how to accomplish this task included: 1) producing a simply-stated, unified message and running this repeatedly on mainstream media outlets; 2) running PSAs and televised ads; 3) making better use of media at all levels; 4) calling on political and marketing campaign strategists to help us more strongly address concerns about industry practices; and 5) eliminating the word "environment" from the concept of environmental health because people often forget that environment means people too. The Partnership's immense capacity for outreach was noted. For example, through the Internet Initiative on Children's Environmental Health via AOL, WWF, the American Nurses Association and the Rodale Institute, we can reach 67 million people. It was also noted that we must form a consensus concerning what we consider to be *the* biggest threat to children's health, and communicate this well.

We then approached these goals more concretely in small group discussions. Questions included: What might be some short-term and long-term steps needed to achieve this priority/goal in five years? Who needs to be involved? What might the political strategy be? Would it be useful to form a work group to do these? What would the collaborative structure be? What would be the most useful role of the Partnership in the process? What are some possible succinct messages we might use? (*See Appendix F, page 22, for small group and large group discussion highlights.*)

The funders who joined us also had many strategic insights to offer. A few of their concrete suggestions included: acquiring active voter lists as target audiences for our campaigns, highlighting votable issues, getting policymakers clear, creating succinct messages on these issues, and engaging traditional health funders and reproductive health and human rights funders.

Kathy Sessions gave a very useful overview of the current state of funding in the environmental health field as well as some further recommendations. Her remarks included these points:

- Many foundations have had their portfolios decline significantly in the economic aftermath of 9/11; a few have dissolved. So in the short run at least, money is tight.
- Where possible, we should identify common needs and share resources to produce materials that we can all use and distribute.
- The Health and Environmental Funders have been working with other funder groups to convince them that environmental health issues are of significant concern. We should think about engaging traditional health funders (who collectively have more money than environmental grantmakers) and reproductive health and human rights funders.
- We should figure out how to better educate funders about children's environmental health issues and pick appropriate messengers and messages for different types of funders. Get health professionals and environmental justice workers to talk to health funders in particular. She noted that the health grantmaker world tends to be culturally conservative but is more racially diverse than the environmental grantmaking community.

Following these lively discussions, Elise solicited volunteers for establishing the new Children's Environmental Literacy Work Group. The group will begin to determine the concrete applications of the goals we enunciated. Volunteers included: Aimee Boulanger, Leyla Erk McCurdy, Elise Miller, Sandra Schwartz, Parin Shah, Daniel Swartz and Elizabeth Sword. Elise said she would let others who were not able to attend the Partnership meeting know about this opportunity as well.

The meeting concluded with much mutually-felt appreciation for the unique experience that gathering in this retreat-like style offered for building our collaborative capacities for the future. Various participants noted how much they appreciated the weaving together of the visioning sessions with discussions on the current issues and realities. Other emphasized that this time together allowed us to recognize and celebrate the extent to which we are a collective, with a wealth of resources to offer one another, and enabled us to re-focus our longer-term goals for our shared work. *(See Appendix G, page 24, for upcoming events and key resources that were highlighted at the meeting.)*

Feedback to help with planning the next meeting included: considering a venue in a more urban area that might make it feel more accessible to people of color; having some kind of facilitator so that Elise doesn't have to both facilitate and participate; continuing to create balance between targeted sessions and downtime; and ensuring the facility is as environmentally healthy and friendly as possible.



## APPENDICES

### **Appendix A: Organizational Presentations on Current Collaborative Initiatives**

#### **1. Kagan Owens, *Beyond Pesticides***

##### **School Pest Management Campaign**

Beyond Pesticides is expanding its work in moving schools toward safer pest management by connecting parents and community members with local, state and national activist groups. Kagan touched upon a series of programs geared toward this end. Beyond Pesticides has developed a series of new informational resources, including:

- a) a database, accessible via the web site [www.beyondpesticides.org](http://www.beyondpesticides.org), of over 450 school districts and individual schools that have an IPM or notification program. Via this site, individuals can also find their state's school requirements, local policies and programs, and links to local activist groups;
- b) a free, bimonthly newsletter, the *School Pesticide Monitor*;
- c) a manual for implementing pest management policies, *Building Blocks for School IPM: A Least-toxic Pest Management Manual*;
- d) a report on the effect of state laws on schools' willingness to pass pest management policies.

Additionally, Beyond Pesticides is organizing a November healthy school summit and the annual National Pesticide Forum, as well as pushing federal pest management legislation.

*Future projects include:* school "success story" reports, seed grants to local activist groups, and more efforts focused on the Midwest.

*Lessons learned:* Kagan noted two areas of key importance: a) the need to synthesize the issues at stake into a single message, and to share our resources—we are up against industries that are very unified; b) the need for implementation—many schools are passing new pest management policies, but enforcement is lacking.

#### **2. Paul Ruther, *Center for Health, Environment and Justice (CHEJ)***

##### **Child-Proofing our Communities Campaign**

When CHEJ asked the U.S. EPA: "How many schools and playgrounds are located on or near toxic waste sites?," the EPA had no answer. CHEJ conducted a study to this effect, and discovered that in five states, 1196 schools were located on or near such sites. As a result of this study, Capitol Hill contacted them, providing a key gateway into augmenting the campaign's legislative capabilities. The campaign is comprised of four committees, spanning more than 40 states and 70 organizations: the Pesticide committee, the Healthy Schools Committee, the Healthy Buildings Committee, and the new Green Flag Committee which will award recognition to "healthy" schools noteworthy in such areas as recycling, organic food served, organic gardens grown on campus, IPM/RTK Pesticide Policies, non-toxic cleaning supplies and indoor air quality.

3. **Daniel Swartz, *Children's Environmental Health Network (CEHN)***  
**President Bush's Report Card**

Last year, CEHN issued a six-month checkup on the implications of President George W. Bush's actions for children's environmental health, examining the local impacts of national decisions. CEHN wanted to put together a report that would detail the Bush administration's "pattern of actions" and make the report an effective tool for local and national groups. The report gave recommendations for short-term goals and evaluated his past actions. For each of the major decision areas, the report gave specific examples of how these decisions are currently affecting communities. For strategic reasons, CEHN limited the issues of concern in the report to those affecting children such as: the funding allocated to schools, welfare, the impacts of school bus diesel emissions, etc. The exemplary findings reported have been functioning as key resources for local groups, spurring both education and action. Additionally, CEHN was pivotal in pressuring President Bush to renew funding for the EPA's Office of Children's Health Protection, which was in danger of losing its funding as a consequence of the recent federal budget cutbacks. Daniel also noted that the website [www.ehhi.org](http://www.ehhi.org) has a fantastic report done by Yale University on children's exposure to lead while on school buses. The findings are startling.

4. **Elizabeth Sword, *Children's Health Environmental Coalition (CHEC)***  
**HealthHouse**

CHEC has created a virtual house online, providing users with information about potential environmental risks to children, as well as solutions to those risks, in every area of the house from the bedroom to the lawn. The site also provides a complete profile of 55 chemicals (all in high school-level English, so as to reach a wider audience), To Do lists, which include questions to ask the pediatrician, products to choose and products to avoid, as well as video materials. The site also contains six "flash" animations that each communicates a critical message regarding residues from toxins used in the home and on the lawn. The virtual house was launched officially on February 25, 2002, and since then it has received over 90,000 visitors. Additionally, CHEC has launched the First Steps program, educating prenatal and postnatal mothers and other parents about children's environmental health threats via monthly emails. CHEC currently has over 3,500 parents enrolled, and hopes to have 25,000 enrollees in the next year or so.

*Future projects include:* a) making the CHEC web site, [www.checnet.org](http://www.checnet.org), a truly comprehensive resource by augmenting its current stores of information on topics as yet barely expanded, such as pesticides and rental home issues; and b) getting the web traffic out to other sites, thus connecting parents in local groups via web links to local activist groups across the country, and increasing the resource-value of CHEC's site. In Elizabeth's words, We want to exhibit anything and everything that Partnership groups have developed, in order to make the site serve the largest possible audience.

5. **Lee Ketelsen, *Clean Water Action***  
**Protect Child Health campaign in Massachusetts**

This campaign is the first project of the recently formed Alliance for a Healthy Tomorrow (AHT), a broad coalition of more than 90 organizations, including workers unions, health care

providers, scientists and many others. AHT was designed to work toward “changing the rules of the game” to fundamentally reform toxics policy-making procedures such that decision-making includes great emphasis on the precautionary principle. AHT collaboratively drafted a series of seven “First Steps to Protect Child Health” which they call on the Governor of Massachusetts to implement. (*For the full text, see Alliance for a Healthy Tomorrow’s web site at [www.healthytomorrow.org](http://www.healthytomorrow.org).*) AHT has recently been holding press conferences with political candidates, focusing on toxics, asthma and cancers.

*Future projects include:* mobilizing the member-bases of the 90+ organizations involved with AHT.

*Lessons learned:* press attention is crucial, and national press events can be mimicked and released by local groups with local angles.

## 6. **Jeanette Meyers, *Commonweal***

### **Collaborative on Health and the Environment (CHE)**

CHE is interested in fostering greater collaboration among various constituencies in the environmental health movement, with the intention of catalyzing a broader base of support for key concerns. In order to do this, CHE is engaging health-affected groups such as war veterans, cancer groups and learning and developmental disabilities organizations, which may not have focused on environmental health issues previously. In addition, CHE is reaching out to health professionals and scientists who have not necessarily been part of this discussion in the past and work towards identifying a shared agenda among scientists, health-affected groups and others in the environmental health and environmental justice fields. CHE’s goals include making greater use of existing resources, raising public dialogue around environmental health issues, and highlighting what we do and don’t know so as to underscore the most crucial topics for research. Commonweal is serving as the administrative coordinator for this initiative, but is also planning to have a mini-grants program and support other organizations in taking leadership roles as part of the collaborative effort. CHE currently has five working groups: 1) the Learning and Developmental Disabilities Initiative (LDDI), spearheaded by Elise Miller; 2) the California Collaborative; 3) the Science Work Group, 4) the Health Professionals Work Group; and 5) the National Work Group. CHE was formed in March 2002, and at this time, CHE has about 200 individual and organizational members. All are invited to become a partner of CHE, which simply entails subscribing to a consensus statement which can be found on their web site at [www.cheforhealth.org](http://www.cheforhealth.org).

## 7. **Steve Ashkin, *Internet Initiative on Children's Health and the Environment***

### **Internet Initiative on Children’s Health and the Environment**

The Internet Initiative on Children’s Health and the Environment (iiCHE) is a new project whose foci are to: forge partnerships between the leading internet companies and those organizations dedicated to children’s environmental health; harness the potential power of this new communication technology for social change; and empower people with information and tools for action. Upon completing two successful pilot programs, one with AOL and the U.S. EPA, the other with WebMD and the American College of Nurse Midwives, the project is poised to become a 501(c)3. As a non-profit organization, the project will expand and deepen the

partnerships between the internet community and the children's environmental health community, develop evaluative tools to measure the impact of these partnerships, and continue to explore how to utilize emerging technologies for social change.

8. **Kathy Lawson, *Learning Disabilities Association of America*  
Healthy Children Project**

The key goals of this project are: a) To significantly increase public awareness of known environmental precursors to learning and developmental disabilities, and b) To encourage action. The project currently maintains four main action sites: San Francisco, dealing with pesticide run-off; Washington state, working with teens to inspire and complete environmental health projects, and ultimately to galvanize an informed teen citizenry; Maine, working to eliminate mercury exposures; and Western New York, preventing exposures to lead. The Healthy Children Project is also organizing the dissemination of *In Harm's Way* materials (published by the Greater Boston Physicians for Social Responsibility) to various groups, such as the General Federation of Women's Clubs (which unites 6,000 women's groups across the U.S.).

9. **Sandra Schwartz, *Pollution Probe*, and Kapil Khatter, *Canadian Association of Physicians for the Environment (CAPE)***

**Canadian Children's Environmental Health Partnership (CCEHP)**

After reflecting upon two circumstances—the troubling lack of funding in Canada, and the blatant overlap in the kind of work that each group wants to carry out, several Canadian environmental health groups decided to form a coalition. This new Partnership, in part inspired by the Partnership for Children's Health and the Environment, then approached funders as a collective to alleviate the competition that has tended to prevail among groups. Interestingly, the funders were thrilled with the innovation, since it would reduce their workload in dealing with each group separately. These groups developed a collaborative document, providing a detailed account of the development process, an outlined governance model, as well as a description of each group's respective role as part of the Partnership. (*For the full text of this collaboration document, please contact Tonya Surman at [tonya@commonsgroup.com](mailto:tonya@commonsgroup.com)*). CCEHP has arranged for a hands-off, neutral secretariat without an affiliation or organizational mandate to help them work on this, and they intend to keep it very small and very strategic. Members of the Partnership include the following: CAPE, Pollution Probe, Canadian Childcare Federation, Canadian Environmental Law Association, Canadian Institute of Child Health, Canadian Health Promotion and Environmental Health Office, Learning Disabilities Association of Canada, Centerdale Community Health Center, Troubadour Foundation, and Women's Healthy Environments Network.

10. **Peggy Shepard, *West Harlem Environmental Action, Inc. (WE ACT)*  
New York State Partnership for Environmental Health**

In response to New York's poor infrastructure and diminished capacity to fight environmental health threats, WE ACT has initiated the formation of a partnership linking government offices, scientific researchers, the public health community and non-profit groups. This partnership seeks to: a) monitor the Department of Health's allocation of bioterrorism funding (so that it

doesn't simply become NYPD funding); b) make recommendations for how funds should be used for building capacity and public health infrastructure; c) educate the public concerning what bioterrorism is and whether proposed solutions will solve problems or create them; and d) participate in environmental impact statements, among other goals, all toward the general end of creating a statewide advocacy agenda that is up to date with current scientific findings concerning children's environmental health threats. Peggy noted that "scientific research has begun to outpace the government offices."

**11. Bryony Schwan, *Women's Voices for the Earth*  
Coming Clean**

Since its inception following the Bill Moyers documentary, *Trade Secrets*, which exposed the gross lack of U.S. regulation of the chemical industry, the many groups that make up the Coming Clean Campaign have made several advances. In July 2002, Coming Clean, Health Care Without Harm, and the Environmental Working Group released the Not Too Pretty report, exposing the phthalates contained in beauty products. In tandem with the report, a web site was created, [www.NotTooPretty.org](http://www.NotTooPretty.org), receiving 100,000 visitors in its first 2 months. Other Coming Clean efforts include: a) a Body Burden Working Group, educating the lay person about the concept of body burden and how to use the concept in fighting local polluters; b) a Policy Working Group, working with policymakers at local, state and national levels; c) a Safe Towns initiative, educating the public concerning chemical storage and transportation; d) a PVC Elimination Working Group, which sponsored the Dirty Little Secret campaign on Victoria Secret's PVC use, as well as the production of *Blue Vinyl*; e) a Building in Good Faith initiative for faith-based groups to take the lead on taking responsibility for the life cycles of the building products we use; and f) a campaign against Dow chemical.

## **Appendix B: Advances we would like to see in the next five years, as prioritized by small groups**

### *Policy Advances:*

- Widespread replacement of toxins with the safest alternatives.
- Use of children in all research, rather than 170 lb. men, as indicators of the danger of a chemical to human health.
- National Healthy Schools legislation—setting standards for building materials and pesticide use, both indoor and outdoor.
- Development of incentives for healthy buildings such as tax credits, low-interest loans and lower-cost insurance.
- Funding for environmental health specialists in 50 percent of U.S. counties and for a state official working on environmental health in every state.
- Development of a funded, regulatory protocol for evaluating, regulating and eliminating toxins.
- A functional OSHA for kids in schools within the Department of Education and with a Federal Advisory Committee.
- Integrated Pest Management procedures in every school.

### *Educational Advances:*

- Widespread children’s environmental health literacy, informing children by middle school age.
- Mainstream prenatal environmental health programs.
- Development of a marketing phrase, a common sense message. Ideas: “Healthy babies are everybody’s business,” or “Healthy babies are everybody’s bottom line.”
- Clear messaging to the public and to health care providers that chemicals impact health towards the goal of reaching a “critical mass” of individuals who make this connection.

### *Health Care Advances:*

- Development of a more rational approach to how the public health infrastructure and system can incorporate environmental health.
- Required environmental and occupational health curricula in medical schools.
- National chronic disease tracking system.

### *General Advances:*

- Expansion of the Partnership in North America, and then globally, including exploring connections with peace and human rights activists.

### *Other long-term goals included:*

- Redefinition of environmental health as “public health,” so as to avoid preconceptions entangled with the term “environment.”
- Outreach to self-defined conservatives regarding the highly conservative, common-sensical nature of the precautionary principle.

- Toxic Literacy Campaign—“Know Your Body’s Enemy.”
- More political clout for the children’s environmental health movement.
- Funded biomonitoring/body burden monitoring on a widespread scale.
- Greater sensitivity to differences in how men and women understand children’s environmental health.
- Collective efforts to phase-out key chemicals, such as mercury, dioxin and atrazene.
- Use of house parties and other local venues to get success stories out.
- Better centralization of resources, both written and multimedia.
- Catalogue of environmental health materials in the National Library of Medicine, cross-referenced by content, target audience, language and literacy level, thereby reducing unnecessary duplication of effort.
- Widespread shift in consumer ethics: buying fewer products so that we can afford to buy better quality products with less toxic materials in them.
- Widespread integration of the precautionary principle into government research and purchasing.
- Widespread integration of environmental health considerations into environmental impact statements.
- Development of a method for testing every chemical in use in the marketplace.
- Consistent implementation of the precautionary principle in the purchasing decisions of 500 jurisdictions.
- Strong regulation of power plant pollution that significantly reduces mercury, CO<sub>2</sub>, SO<sub>2</sub>, NO<sub>X</sub>, etc. (looking to Sen. Jeffords Bill).
- Reduction in the asthma rate by 25 percent in five years.
- Reduction in the acceptable level of lead exposure from 10 to 0.
- Allotment, by the U.S. Green Building Council, of “green credits” for using PVC alternatives in construction.
- Increase in collaborations with learning and developmentally disabled constituencies.
- Elimination of waste at environmental conferences.
- Better use of mainstream media as a resource for getting the word out on environmental health campaigns.
- The notion of “environmental health” as a household term.
- Mobilization of faith-based groups, based upon the message that Jesus was an activist and would have been at the forefront of the children’s environmental health movement.
- Improved infrastructure for disseminating news of successes to fellow environmental health activists.
- More abundant and adequate funding for all non-profits.
- Increased “applied” research funding toward evaluating how to achieve success in changing people’s behaviors toward eliminating toxic exposures in their communities.
- Incorporation of the unique environmental health challenges faced by the very poorest children into the widespread demands made for children’s health.
- Widespread collaboration among all groups working on children’s health to secure resources and conduct a coordinated national campaign and make institutionally-grounded changes.

### **Appendix C: Highlights from the discussion that followed Phil Landrigan’s and Lynn Goldman’s presentations**

- We need to sit down with our funders and talk to them about the importance of uniting into a single agenda. Funders often fracture the movement by encouraging innovation and competition, and groups working on different projects. This is not necessarily a strategic way to accomplish our shared goals.
- Additionally, we need to talk to our funders concerning longer funding commitments. The rightwing already seems to have this vision, making their institutions sustainable with 15-20 year funding commitments. “We can’t get anything done if we’re scrambling for funding for each campaign.”
- We need to encourage upcoming generations and “build a cadre of well-credentialed fighters.”
- The International Physicians for the Prevention of Nuclear War, via their Middle Powers Initiative, are using countries like Germany and France to put pressure on the U.S.
- We need to create a coalition of green industries, from untreated wood to organic foods. SERIES hasn’t been effective, being too selective and overregulated.
- The War on Iraq will have immense impacts on children’s health—we need to highlight this.
- Nuclear reactors emit radiation on an ongoing basis as part of normal functioning. Every day, the plants create tons of waste.
- “The greatest enemy of children’s environmental health is our own government.”
- We need to contact the State Nurses' Associations and mobilize local nurses.
- The American Academy of Pediatrics has a list of each congressperson's family pediatrician.
- Joel Tickner has recently produced a report on European chemical policy.

## **Appendix D: Other Current Initiatives**

*On the National/International level:*

- The *Healthy Schools Network (HSN)* has created a Coalition for Healthy Schools and is developing National Healthy Schools Guidelines.
- The *National Institute of Environmental Health Sciences (NIEHS)* is conducting teacher training in Environmental Health Science and providing them materials for education (games) as well as a text entitled, Chemicals in the Environment and You. In addition, NIEHS is issuing grants toward educating communities.
- The *League of Conservation Voters (LCV)* is training nurses and other health care providers about educating legislators on environmental health issues.
- The *Center for a New American Dream (CNAD)* is working to build national demand for non-toxic products and to create purchasing incentives for non-toxic products.
- The *Environmental Health Fund (EHF)* is conducting a Governmental Consumer Education Campaign highlighting the two phases of PVC being non-recyclable and ending up in landfills and incinerators.
- The *Mount Sinai Center for Children's Health and the Environment (MSCCHE)* is calling attention to the practice of human pesticide testing, where "volunteers" were given doses of pesticides.
- The *Children's Health Environmental Coalition (CHEC)* is promoting the First Steps program through hospitals and schools. In addition, Linda and John Wargo are currently updating their report, "The State of Children's Health and the Environment, 2002."
- The *Rodale Institute* is conducting a five-year research campaign for controlling weeds without chemicals, and has put forth a congressional bill seeking five million dollars for developing research and education in organic agriculture. The Institute has also developed a West-East Seaboard network of organic farmers.
- *Generation Green*, in collaboration with Rodale Press, is publishing an organic cookbook, focusing on the least pesticide-ridden foods, with an emphasis on children's environmental health topics.
- *Lynn Goldman* has completed a global toxics and poverty report for the World Bank.
- The *Institute for Progressive Regulation (IPR)*, headed by Rina Steinzor, was recently established and might be helpful in our efforts.
- *Beyond Pesticides* is working to ban pressure-treated wood, including CCA and others.
- The *National Religious Partnership for the Environment (NRPE)* is uniting religious scholars (Jewish, Catholic, Protestant and Evangelical) in a project entitled, "Beyond the Garden," meant to inspire dialogue and writing about environmental topics in the context of Biblically-based faiths.
- The *Greater Boston Physicians for Social Responsibility (GBPSR)* is compiling an In Harm's Way training manual for physicians.
- The *U.S. Environmental Protection Agency's (EPA) National Environmental Justice Advisory Committee (NEJAC)* will meet December 9 to 12 to develop its recommendations to the EPA. NEJAC has an International Subcommittee on Pesticides, addressing the threats raised by Plan Colombia, whereby pesticides are sprayed over Colombian agricultural lands by U.S.-

funded planes, ostensibly with the aim of destroying illegal drug crops, as well as a Federal Facilities Subcommittee addressing military waste and testing. NEJAC has also started a Cumulative Risk work group and is looking for new committee members.

- The *World Wildlife Fund (WWF)* is working to pass a hormone disrupters bill in Congress. In addition, WWF maintains a clearinghouse of information on individual chemicals.
- The *Institute for Children's Environmental Health (ICEH)* is spearheading the National Learning and Developmental Disabilities Initiative (LDDI), encouraging learning and developmental disability groups to look upstream at prevention of the disorders. LDDI is one of the main components of the Collaborative on Health and the Environment (CHE). In the Northwest, ICEH has initiatives on healthy schools and teen environmental health.
- The *Women's Healthy Environments Network (WHEN)* has underway a series of "Training the Trainers" workshops on health and the environment across Canada.
- The *Child Proofing Our Communities Campaign (CPOCC)* is producing School Siting Legislation which will move through the Senate in January. The legislation seeks funding for assessment and remediation, mandates the EPA to produce guidelines that protect children and seeks to establish a protocol for school siting.
- The *World Health Organization (WHO)* and the *United Nations Environment Programme (UNEP)* are developing a set of global initiatives on Children's Environmental Health.
- The *North American Commission for Environmental Cooperation (NACEC)* has underway a project on children's environmental health indicators.
- The *American Nursing Association (ANA)* can serve as a resource for children's environmental health advocacy work by providing contact with state nursing associations.

*At the State/Provincial level:*

- (MT) *Women's Voices for the Earth (WVE)* has helped established a Montana Task Force for Chronic Disease Registry.
- (NY) *Citizens' Environmental Coalition (CEC)* is working on a Right-to-Know initiative, ([www.ecothreatny.org](http://www.ecothreatny.org)) which responds to the destruction of toxics information in the aftermath of 9/11. CEC is also working to refinance the New York State Superfund Program.
- (CA) The *Community Toolbox for Children's Environmental Health (CTCEH)* is working toward implementing the precautionary principle ordinance in San Francisco city purchasing decisions. In addition, Community Toolbox supports grassroots, community-level groups with grants and technical/organizational training and assistance.
- (Ontario) The *Canadian Association of Physicians for the Environment (CAPE)* is developing municipal bylaws against the use of pesticides, in addition to providing science literacy training for community pesticide activists whereby individuals become capable of responding effectively to the kind of rhetoric used by the chemical industry.
- (CA) The *Collaborative on Health and the Environment (CHE)* is conducting a series of breast milk body burden studies in Marin, Fresno and Richmond, California.
- (NY) The *New York Coalition for Alternatives to Pesticides (NYCAP)* has developed a pesticide notification program with parents, dealing with implementation of such programs and getting parents on notification registries. NYCAP also has underway a program to determine safe playground placement by testing for CCA levels.

- (NY) The *South Bronx Clean Air Coalition (SBCAC)* is conducting a study on personal air monitoring in order to determine daily diesel exposures, in addition to working with community doctors to open communication between environmental health activist groups and health clinics.
- (WA) The *Institute for Children's Environmental Health (ICEH)* convened a Healthy Schools Task Force in Washington State as part of its Healthy Schools initiative. The Task Force was the first "blue ribbon" committee composed equally of government and non-government leaders committed to protecting children's environmental health and safety in schools. ICEH also maintains its Healthy Futures Project, fostering scientific thinking and creative expression in teens via the completion of projects concerning neurotoxicant chemicals in their communities. A "Teacher's Toolbox for Environmental Health" was produced to assist teachers in incorporating environmental health concepts in science curricula.
- (OH, TX) The *Child Proofing Our Communities Campaign (CPOCC)* is coordinating school siting campaigns, working towards legislation and regulations in Ohio and Texas.
- (IL) *Generation Green* has developed a Farm-to-School initiative and a school lunch program in Illinois, geared toward bringing healthier food to school cafeterias.
- (WA, MA, ME, CA) The *Coming Clean* campaign is running campaigns against PBT purchasing in several states. States soon to be added to the list include NY, MN, OR and AK.

## **Appendix E: Gaps perceived in the children’s environmental health field and opportunities for action, as prioritized by the small group discussions**

### *Primary Gaps:*

- Lack of mainstream familiarity with the concept of environmental health.  
*Opportunity:* Unify message; imbed environmental health concepts into primary and secondary science and health training; advertise; re-frame public understanding of “environment.” “Your environment is your health.” “We are our environments.” “My environment is me.” “A woman is a child’s environment.”
- Inadequate education of medical professionals and of the public.  
*Opportunity:* Institutionalize environmental health in medical and nursing curriculum.
- Funders’ disinterest in funding multiple, overlapping projects. *Opportunity:* Use the partnership to collectively identify one to three leading priority areas for work and go to funders with the concept. Educate them and share the vision with them, asking for larger quantities of money to be shared among many groups.
- Dismal labeling of toxic chemicals’ inert ingredients. *Opportunity:* Right-to-Know initiatives.
- Poor diversity in partners and in issues dealt with. *Opportunity:* Shift greater attention to poverty issues surrounding children’s environmental health.
- Lack of positive ways of engaging industry. *Opportunity:* Identify the good guys and find out how to work with them, and support them when they come out. Look at what they have done positively, and give them a chance to respond to that further and choose a “higher humanity.”
- Unwillingness among policymakers to implement the precautionary principle. *Opportunity:* Use positive examples, such as the California car law, purchasing of low sulfur fuel, replacing city auto fleets with fuel efficient vehicles.
- Lack of engagement by nontraditional, potential partners, such as AARP, marketers of vinyl alternatives and grandparents. *Opportunity:* Brainstorm and get Partners to take responsibility for bringing those new constituencies to the table.
- Scarcity of scientists and physicians trained and galvanized for children’s environmental health. *Opportunity:* Use CHE, PSR, EMS and others to train and recruit leaders as a “response bank.”
- Widespread ignorance of the concept of “body burden.” *Opportunity:* Employ interested celebrities to get tissue and blood sampling and become spokespeople for environmental health.
- Lack of a unified, “catch-all” theme or mainstream message. *Opportunity:* Brainstorm and develop an ad campaign. “Toxic-free Tots”? Musical theme? “Are Healthy Children an Endangered Species?”

### *Other Gaps and Opportunities Noted:*

- Uncoordinated effort on Children’s Health Month (October). *Opportunity:* Do this better next year.
- Lack of international connection among children. *Opportunity:* Happening already via United Nations Environment Program (UNEP).

- Poor diversity among the messengers. *Opportunity:* Incorporate the Endometriosis Association, infertility groups, Lupus groups and others who don't identify themselves as environmentalists.
- Need for emphasis on products and their health impacts rather than on the esoteric chemical names. *Opportunity:* Create links in people's minds, such as "vinyl flooring = asthma."
- Widespread misunderstanding of the inherent bonds between environment and health. When people envision an environment, they don't see people. *Opportunity:* Re-frame our verbal message. The connection between vinyl flooring and asthma doesn't require the use of the word "environment." Perhaps stop using the word environment when it's not absolutely necessary.
- Poor demand for "green" products. "Companies do not care what we say about them. They do care if we buy their products." *Opportunity:* Change government spending; government accounts for an enormous percentage of national product consumption.

## **Appendix F: Final small group discussion highlights on developing a children’s environmental health literacy campaign and further thoughts**

### *Group 1 Ideas:*

- The base of our campaign will require message/messenger research.
- The campaign will need to be multimedia and sustained, requiring many years, much money and many messengers.
- We must leverage our grassroots work via “geometric amplification.”
- We need to use coalitions as resources and determine PCHE’s role and possibly CHE’s role.
- Determine how we should evaluate success as we begin this.

### *Group 2 Ideas:*

- We must phrase our message in terms of prevention. “Invisible Daily Dangers That We Can Prevent.”
- Determine a political strategy, looking at who else needs to be involved: environmental justice groups, ethnic and racial communities, groups that might vote Democrat or Republican, other existing environmental health networks, groups that might decide to go in our direction with encouragement, any and all grassroots leadership, children’s advocacy groups, Children’s Defense Fund, State environmental centers, service learning high school centers, American Youth Policy Forum, youth groups and groups doing work with poverty.
- Implement Anita Nager’s political strategy idea: attain voting history lists and target a ballot initiative or other anti-Bush information at live-wire voters who have records of voting at least two out of every four elections.
- Create the George W. Bush Report Card/Dirty Dozen, listing off the damages he has done to children’s health.
- Construct an e-mail series that all of our groups send out to all of our constituencies once a month or so. Literally *sending out* a consistent message.
- Make the issues visible to the public as public health issues rather than “environmental” issues. We could talk about the asthma epidemic, without necessarily calling it environmental health.
- Do “Political Potency” workshops, training non-profits to make use of resources for political action.
- Continue to brainstorm possible messages: “Environmental Hazards are Hurting our Kids.” “Government is not protecting us.” “Special Protections for Vulnerable Populations.”

### *Group 3 Ideas:*

- Unite ourselves into temporary work groups that wouldn’t need to add to people’s current workloads. Work group topics could include health professional outreach, political campaign advocacy and media advertising.
- Have “State of the Science” updates on Partnership conference calls every six months, so that we can all stay abreast.

- We have enough scientific evidence, and each group keeps reinventing the wheel. We need to get five to ten million dollars and hire the best marketers to organize the information that already exists, and do a prime time ad campaign.

***Other Ideas, Opportunities for Action:***

- Look to Health Care Without Harm as a model: People there are given clear assignments and clear deadlines, at risk of humiliation.
- Review the way the Canadian Partnership painstakingly organized itself, doing a feasibility study, before embarking upon something big.
- Use our e-mail networks to which we can appeal with any questions or resource needs we may have.
- Exploit free press possibilities: Press releases, Letters to the editor, PSAs
- Find ways to make media think that it is strategically advantageous for them to care about children's environmental health. CHEC has worked with corporations who have seen caring about children's health as a win-win situation for them.
- Determine our "Call to Action" items. Giving people solutions is crucial. After an ad, a 1-800 number must be listed that people can call to receive a colorful brochure on children's environmental health (this allows you to track your impact). Also useful would be a household action list and a local government action piece: Has your council worked on healthy schools, or taken no-spray action on county/state roads?
- Create a one-liner message, like: "Call your congressperson," or "Buy organic."
- Take advantage of Bush's child health campaign, "No child left behind." Work with groups who deal specifically with poverty, malnutrition, etc. Develop a campaign that says, "This child was left behind because he was poisoned by lead. This child was left behind because she developed autism linked to mercury exposure. This child was left behind because he died of pesticide-born cancer, etc.
- Not only train health professionals to recognize signs of environmental harm; turn them into activists.
- Prioritize the November elections. The outcome could change everything if the Republican Party gains control of Congress. Perhaps develop another NYT full-page ad slamming the current administration.
- Figure out what the goal of our children's environmental health literacy campaign might be. Literacy is not an end in itself, rather a means to further ends. What are those? Shifting consumer patterns?
- Make personal connections—these are what create the impact. Perhaps instigate some sort of pen pal program from healthy children to those afflicted with toxic health impacts.

## **Appendix G: Upcoming Events and Key Resources**

*(Please note this is not meant to be an exhaustive list of events, publications and resources. These were simply mentioned at the Partnership meeting by participants. Please check the Partnership web site for more information-[www.partnersforchildren.org](http://www.partnersforchildren.org).)*

### ***Upcoming Events:***

- November 13-15, 2002. Austin, Texas. USGBC International Green Building Conference and Expo. For more information, see [www.usgbc.org/Events/events\\_conference\\_calendar.asp](http://www.usgbc.org/Events/events_conference_calendar.asp).
- November 14-17, 2002, Kansas City, Missouri. National Student Nurses Association's 20th Annual MidYear Conference. For more information, see [www.nсна.org/meetings/index.html](http://www.nсна.org/meetings/index.html).
- November 18-22, Little Rock, Arkansas. NIEHS sponsored conference, "Emerging Issues in Neurotoxicology." For information, call 501-364-3604.
- December 9-12, 2002, Baltimore, Maryland. National Environmental Justice Advisory Committee meeting.
- February 2003, Bethesda, Maryland. NIEHS sponsored conference, "Research to Practice."
- Spring 2003, Portland, Oregon and Seattle, Washington. In Harm's Way conferences for health professionals and others. For more information, contact Maria Valenti's home office, 978-281-8168.
- In 2003, there will be an invitational convening of national nursing leaders and national environmental leaders, for identifying common policy ground regarding environmental health risks and vulnerable populations. Contact Barb Sattler at: [bsattler@son.umaryland.edu](mailto:bsattler@son.umaryland.edu).

### ***Recent Publications:***

- *Environmental Pollutants and Disease in American Children: Estimates of Morbidity, Mortality, and Costs for Lead Poisoning, Asthma, Cancer, and Developmental Disabilities*, an *Environmental Health Perspectives* article by Phil Landrigan. Volume 110, Number 7, July 2002.
- *Global Child Health Indicators* report by WHO, UNEP, UNICEF and other international organizations.
- *Health Consequences of the 11 September 2001 Attacks*, an *Environmental Health Perspectives* editorial by Phil Landrigan. Volume 109, Number 11, November 2001.
- *Hospital Pest Management* report by Beyond Pesticides. For more information, see [www.beyondpesticides.org](http://www.beyondpesticides.org).
- *North American Pollutants* report by Lynn Goldman.
- *Fresh Choices: Easy Recipes for Pure Food When You Can't Buy 100% Organic*, an organic cookbook by Generation Green to be released in April 2003, published by Rodale Press.
- *Poison for Pennies*, a report by Frank Ackerman of Tufts University on dioxins and PVC.
- *Preventing Pollution? U.S. toxic Chemicals and Pesticides Policies and Sustainable Development* by Lynn Goldman, published by the Environmental Law Reporter.

- *Pricing the Priceless: Cost-Benefit Analysis of Environmental Protection*, a report by Lisa Heinzerling and Frank Ackerman. Available in PDF format at <http://ase.tufts.edu/gdae/pubs/RP/CostBenRepFeb02.pdf>.
- *PVC Waste-End Report: Recycling and Disposal*, a report by the Grassroots Recycling Network.
- *Schools of Ground Zero: Early Lessons Learned in Children's Environmental Health*, a book by Sarah Bartlett and John Petrarca, jointly published by the Healthy Schools Network and the American Public Health Association. For more information, see [www.apha.org/media/abc2.htm](http://www.apha.org/media/abc2.htm).
- *Stumbling Towards Sustainability*, Edited by John C. Dernbach, with writings by Lynn Goldman, M.D. For more information, see [www.elistore.org/books\\_detail.asp?ID=10661](http://www.elistore.org/books_detail.asp?ID=10661).

**Web Site Resources:**

- [www.care2.com](http://www.care2.com), an environmentally friendly search engine.
- [www.kidsregen.org](http://www.kidsregen.org), an interactive educational web site for kids, developed by the Rodale Institute's Kids Re-Generation Resource Network.
- [www.niehs.nih.gov/kids/home.htm](http://www.niehs.nih.gov/kids/home.htm), an interactive site for kids, developed by NIEHS.

**Other Noteworthy Resources:**

- "Chemicals, the Environment, and You," a collection of K-12 environmental health educational materials, including magazines, CDs, etc., created by NIEHS. For more information, see [www.niehs.gov](http://www.niehs.gov).
- The Coalition for Healthier Schools is a newly formed work group led by Claire Barnett. For more information, contact her at [www.healthyschools.org](http://www.healthyschools.org).
- Community Toolbox for Children's Environmental Health offers seed grants for community activist groups. For more information, see [www.communitytoolbox.org](http://www.communitytoolbox.org).
- The First Steps web subscription program through CHEC provides nine months of prenatal parent education on children's environmental health via mass e-mails, as well as 24 months of postnatal education. Please see [www.checnet.org](http://www.checnet.org).
- The Hormone Disruption Research Act of 2002 (HR4709) will provide funding for research and for public reporting by NIEHS on toxic exposures and health effects.
- The Mount Sinai Center for Children's Health and the Environment offers its series of *New York Times* ads for use in any venue, provided the Mount Sinai logo remains. These ads were created through Fenton Communications. For more information, contact Amy Kostant at Environmental Media Services at [amyk@ems.org](mailto:amyk@ems.org).